

ABSTRACT OF THE DISCLOSURE

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displayed on an image display device used in the presence of light. A black-display
5 characteristic specifying means (5A) generates a black-display characteristic specifying
data (BD1) indicating the brightness of the external light reflected from the surface of an
image display means (3), which is obtained by operating an external-light brightness
specifying bar to be displayed on the image display means (3). A black-approximated
data calculating means (4A) calculates, based on the black-display characteristic
10 specifying data (BD1), a black-approximated data (R3, G3, B3) related to at least one of
luminance, chromaticity and tristimulus values in displaying black with the image display
means (3). On receipt of an image data (R1, G1, B1) and the black-approximated data
(R3, G3, B3), a black correction means (2A) calculates a black-corrected image data (R2,
G2, B2), and displays an image on the image display means (3) based on the
15 black-corrected image data (R2, G2, B2).

[illegible]